

1/15

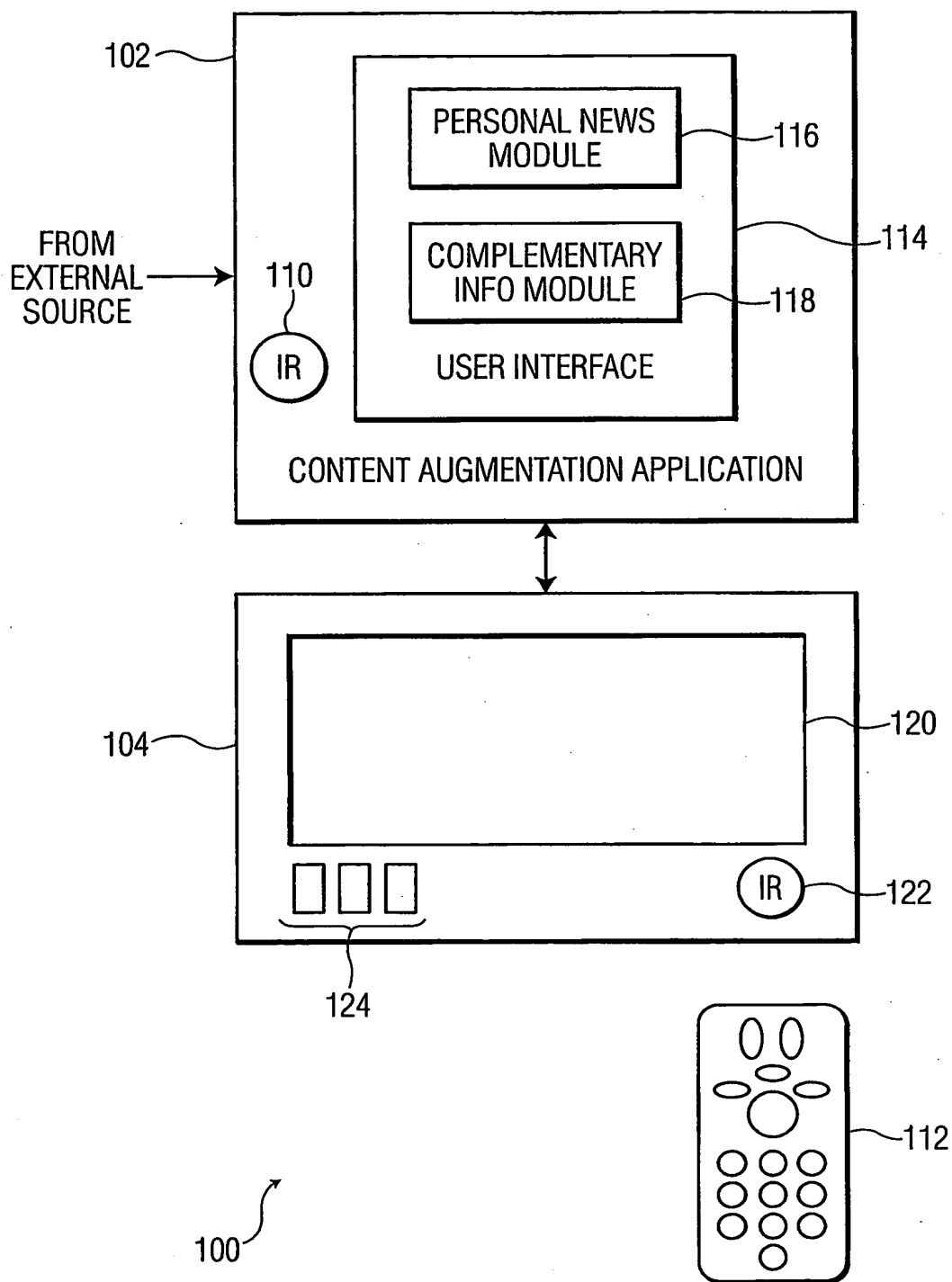


FIG. 1

2/15

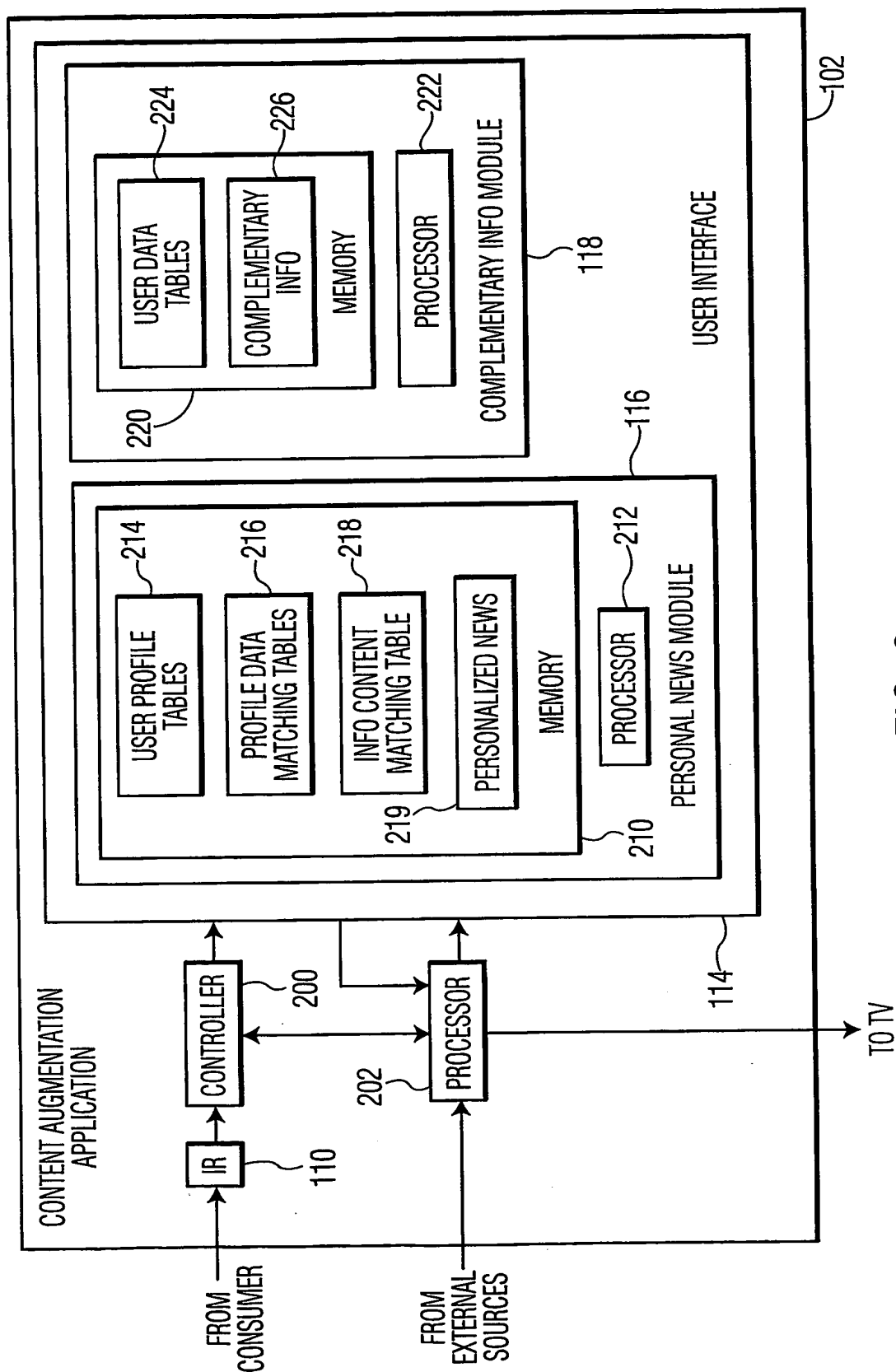


FIG. 2

3/15

300

FIRST NAME	SUZY
LAST NAME	LEE
STREET ADDRESS	180 KATONAH AVE
CITY	KATONAH
STATE	NY
ZIP	10536
COMPANY NAME	THE WESTCHESTER
CO. STREET ADDRESS	125 WESTCHESTER AVE
CO. CITY	WHITE PLAINS
CO. STATE	NY
CO. ZIP	10601

FIG. 3A

310

HOME TO JFK VIA WHITESTONE BRIDGE	SAW MILL RIVER PARKWAY SOUTH I-684 SOUTH HUTCHINSON PARKWAY WHITESTONE BRIDGE WHITESTONE EXPRESSWAY VAN WYCK EXPRESSWAY
HOME TO MIDTOWN VIA HENRY HUDSON	SAW MILL RIVER PARKWAY SOUTH HENRY HUDSON PARKWAY SOUTH WESTSIDE HIGHWAY SOUTH
HOME TO QUEENS VIA TRIBORO BRIDGE	SAW MILL RIVER PARKWAY SOUTH SPRAIN PARKWAY SOUTH TRIBORO BRIDGE
HOME TO WORK	SAW MILL RIVER PARKWAY SOUTH I-684 SOUTH I-287 WEST

FIG. 3B

4/15

320

I-684
I-287
TAPPAN ZEE BRIDGE
HUTCHINSON RIVER PARKWAY
WHITESTONE BRIDGE
TRIBORO BRIDGE

FIG. 3C

330

DJIA	INDEX	DOW JONES INDUSTRIAL AVERAGE
NSDQ	INDEX	NASDAQ
ADM	STOCK	ARCHER-DANIELS-MIDLAND
AOL	STOCK	AOL TIME WARNER
DIS	STOCK	DISNEY
HD	STOCK	HOME DEPOT
IBM	STOCK	INTERNATIONAL BUSINESS MACHINES
PHG	STOCK	KONINKLIJKE PHILIPS ELECTRONICS
VIA	STOCK	VIACOM
VFINX	MUTUAL FUND	VANGUARD 500 INDEX FUND
VWUSX	MUTUAL FUND	VANGUARD U.S. GROWTH FUND

FIG. 3D

340

BASKETBALL	NEW YORK KNICKS
BASEBALL	NEW YORK YANKEES
HOCKEY	PITTSBURGH PENGUINS

FIG. 3E

5/15

350

352 PARTICIPANTS	354 LOCATIONS	356 KEYWORDS
ALL TRACKED SPORTS TEAMS	KATONAH	CHINESE
ALL TRACKED COMPANIES (STOCK)	WHITE PLAINS	AIRLINES
CHINA	QUEENS	MALLS
BUSH	NEW YORK CITY	SHOPPING
	CHINA	

FIG. 3F

400

MATCH TO PROFILE	60%
DISTANCE FROM HOME	20%
TIME UNTIL EVENT	20%

FIG. 4A

410

MATCH TO PROFILE	40%
BROADCASTER IMPORTANCE	50%
HOW CURRENT HEADLINE IS	10%

FIG. 4B

420

MATCH TO PROFILE	50%
BROADCASTER IMPORTANCE	35%
TIME SINCE/UNTIL EVENT	15%

FIG. 4C

6/15

218

BROADCASTER IMPORTANCE	60%
STORY DEPTH	SHALLOW
NOVELTY	40%

FIG. 5

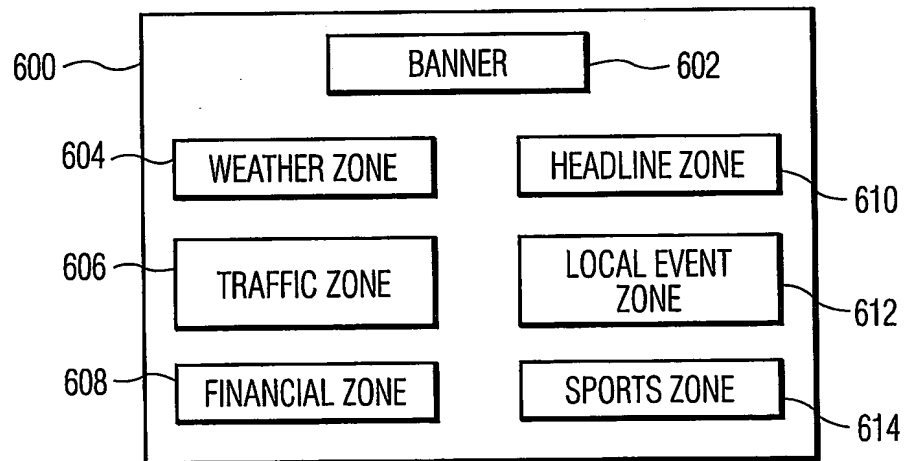


FIG. 6

7/15

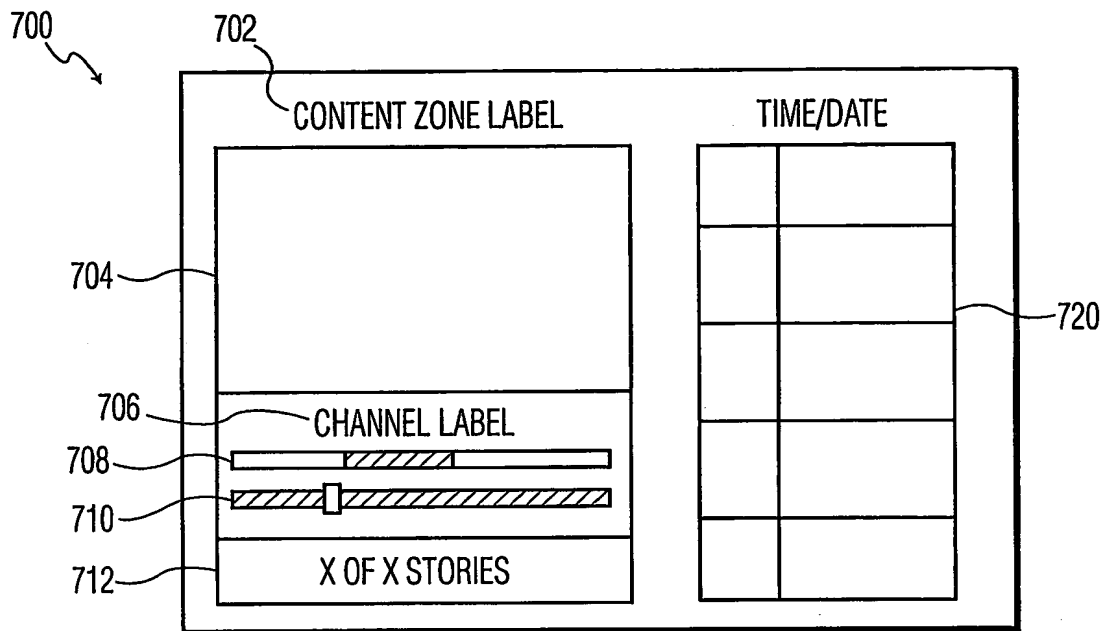


FIG. 7

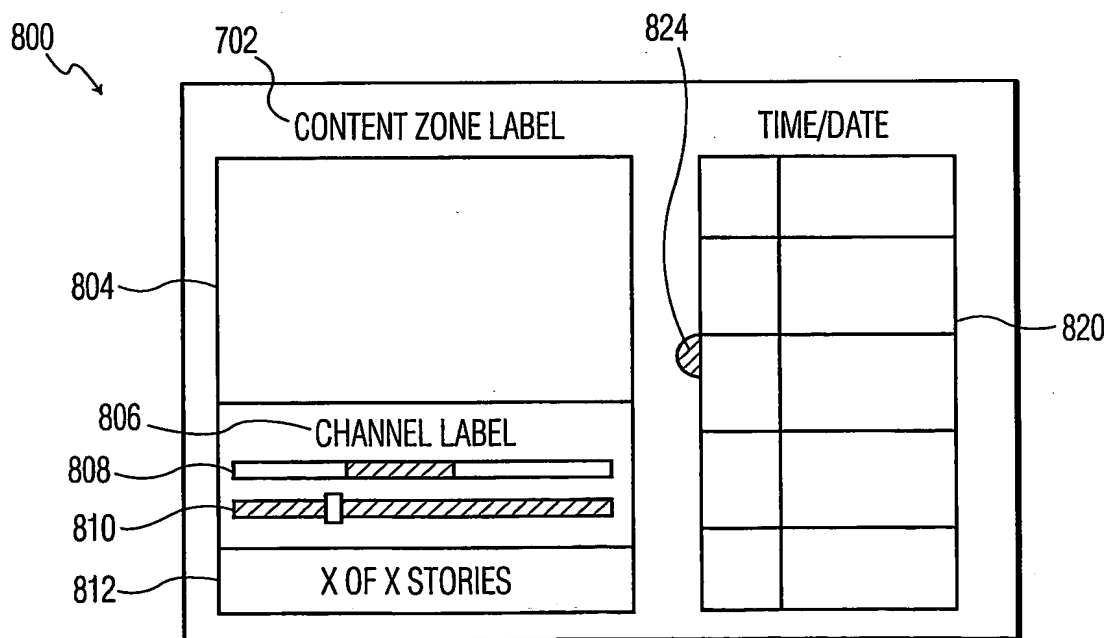


FIG. 8

8/15

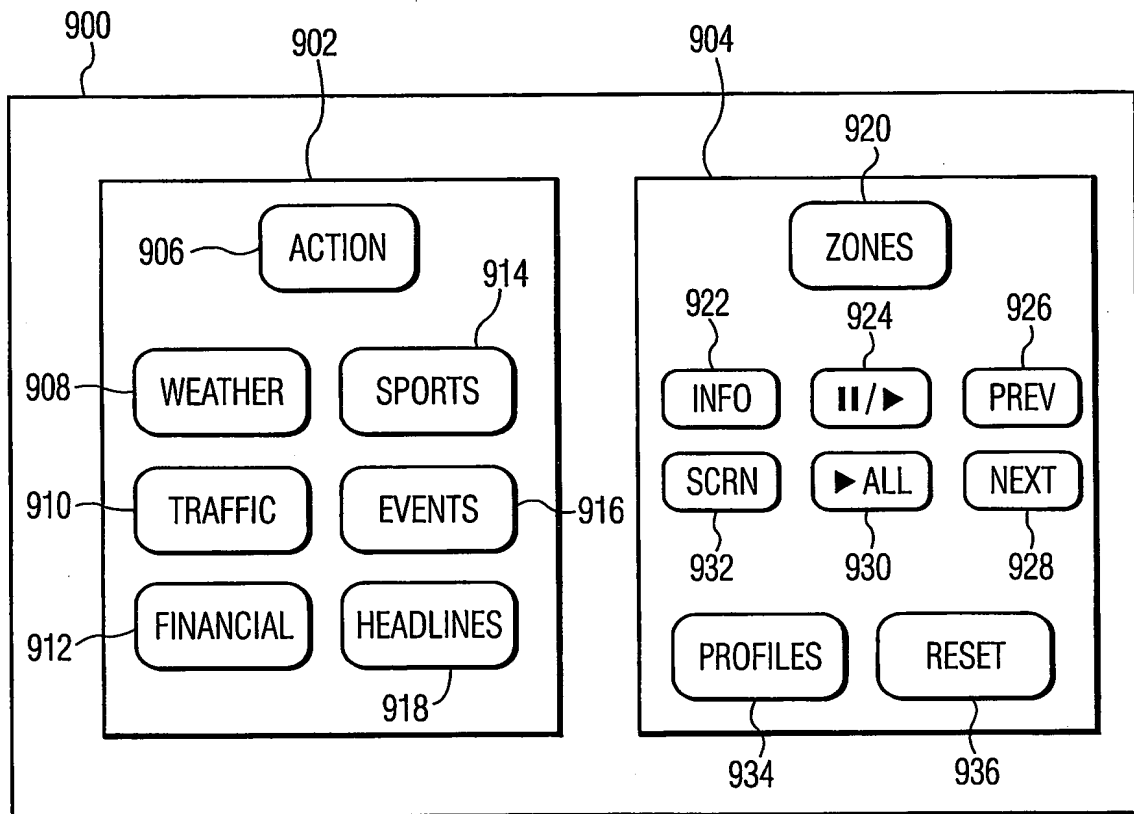


FIG. 9

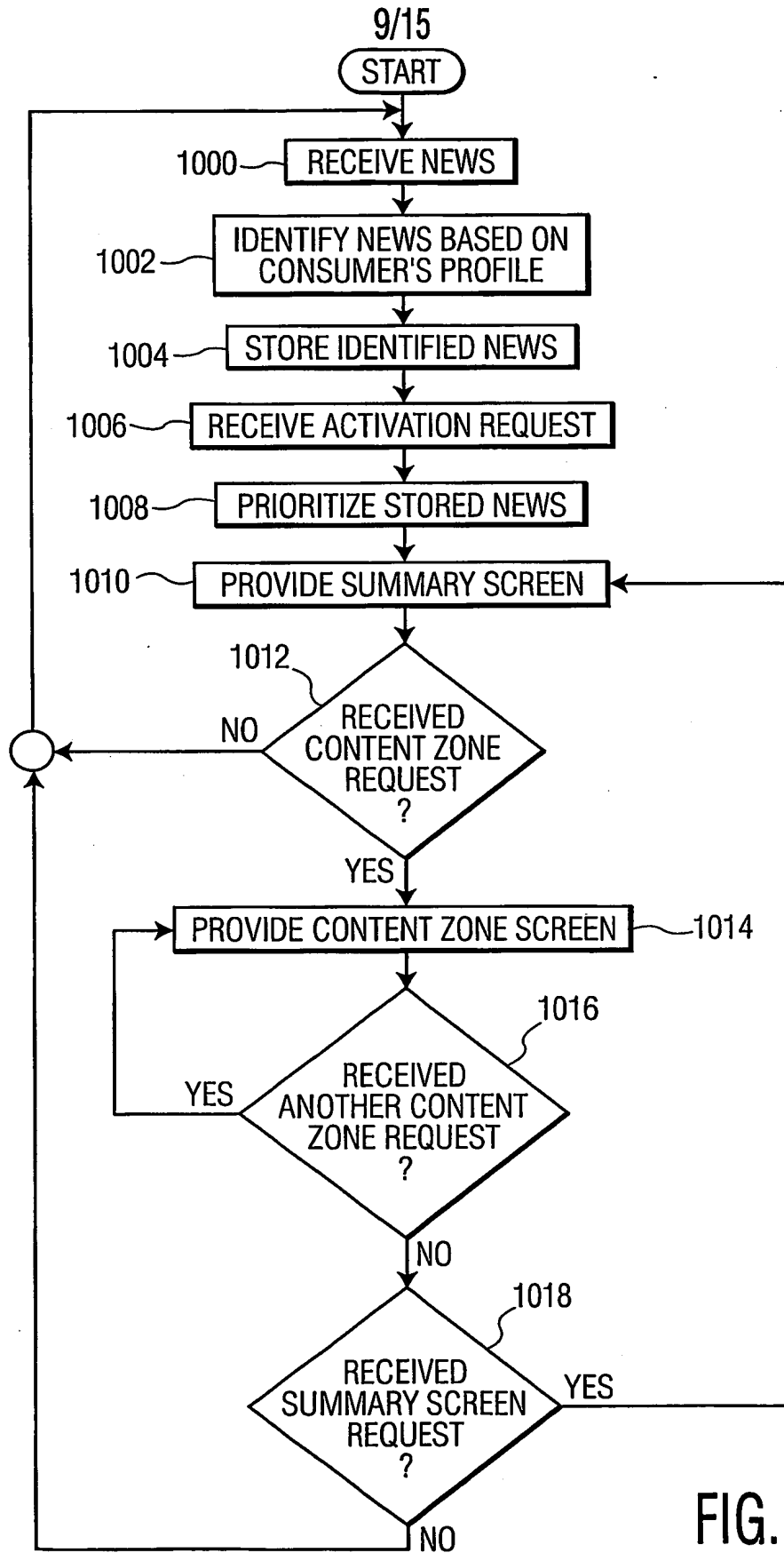


FIG. 10

10/15

1102a



1100a

FIG. 11A

11/15

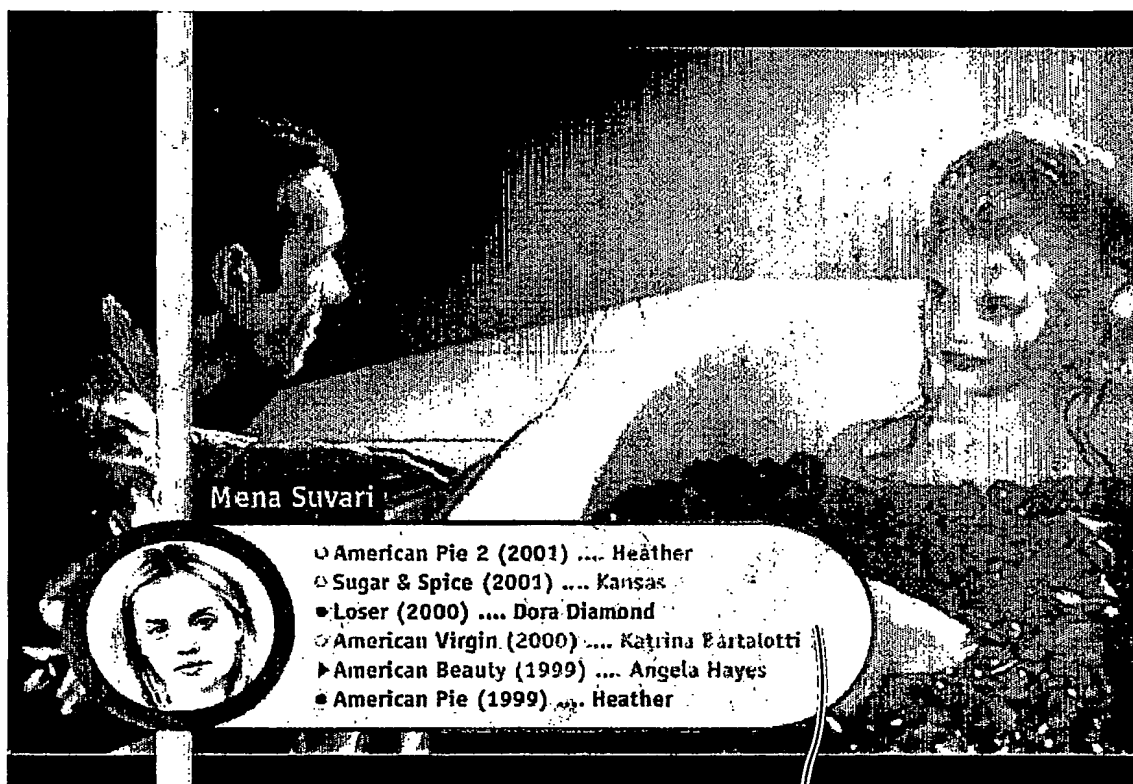


1100b

1102b

FIG. 11B

12/15



1100c

1102c

FIG. 11C

13/15

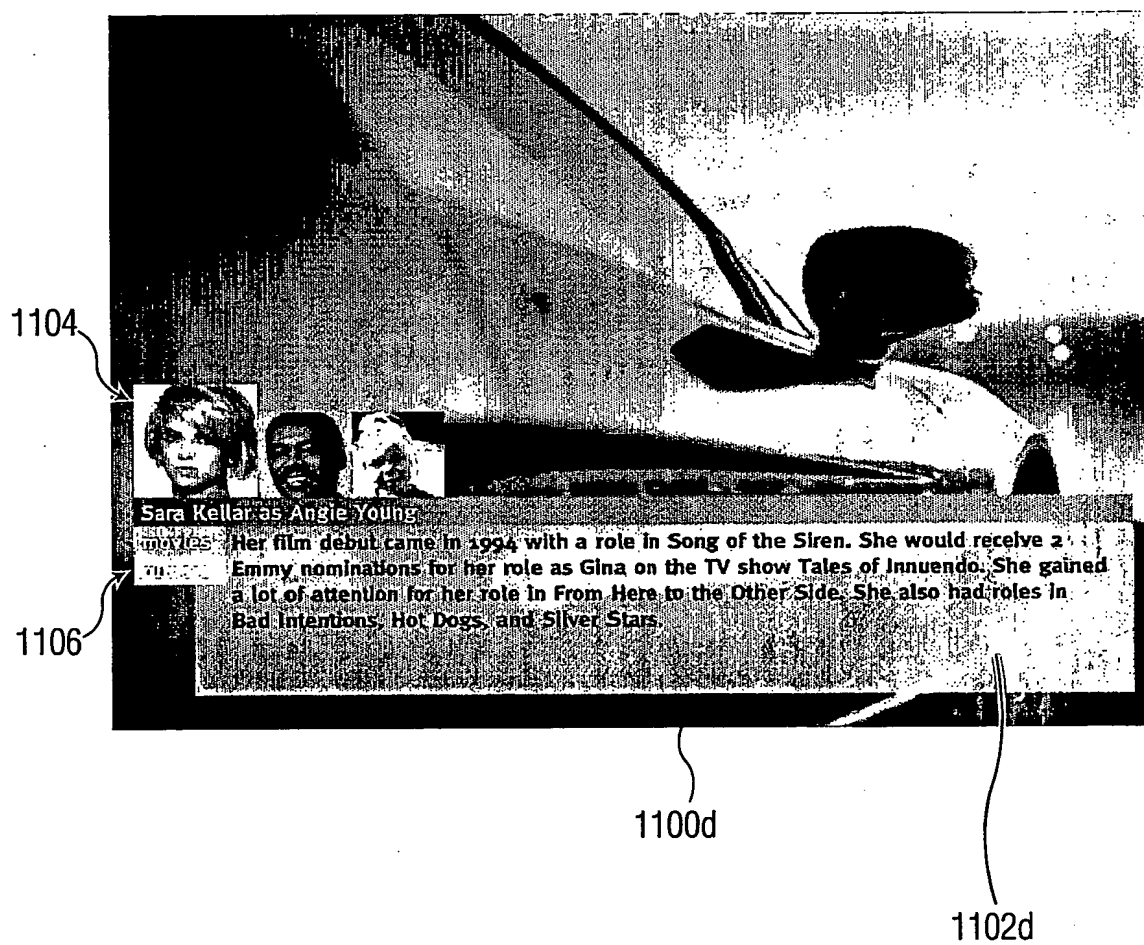


FIG. 11D

14/15

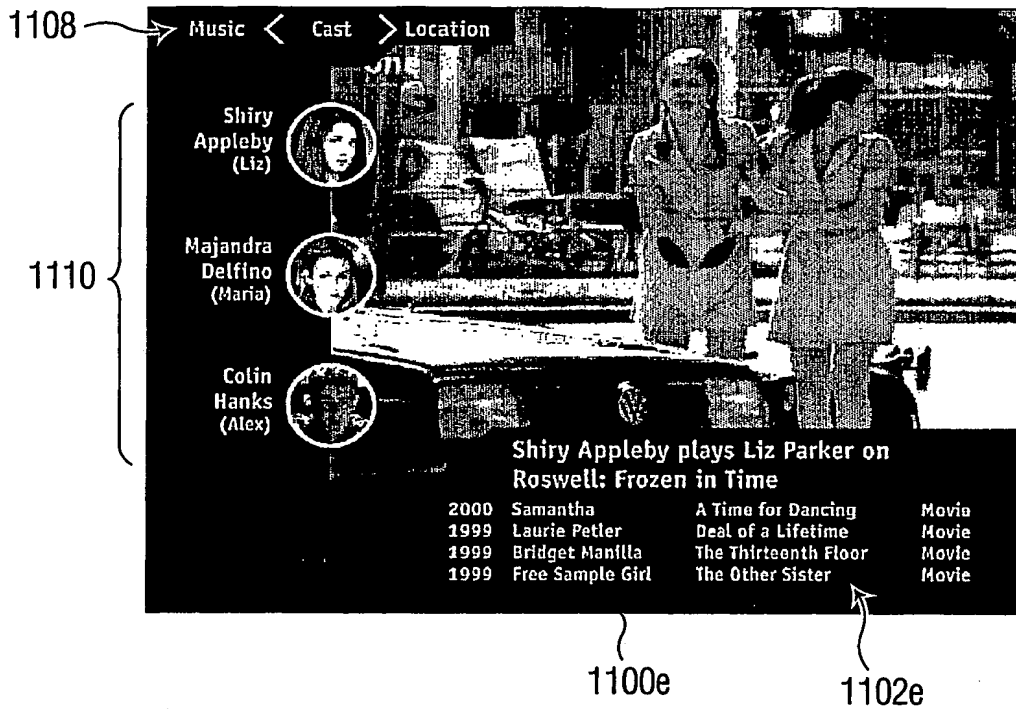


FIG. 11E

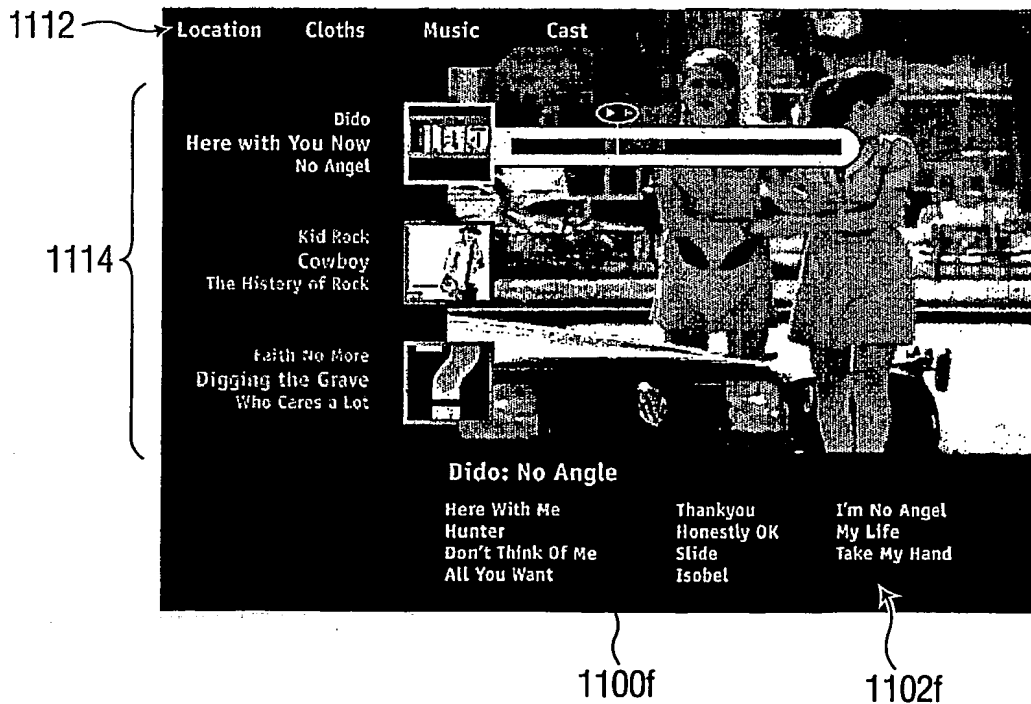


FIG. 11F

15/15

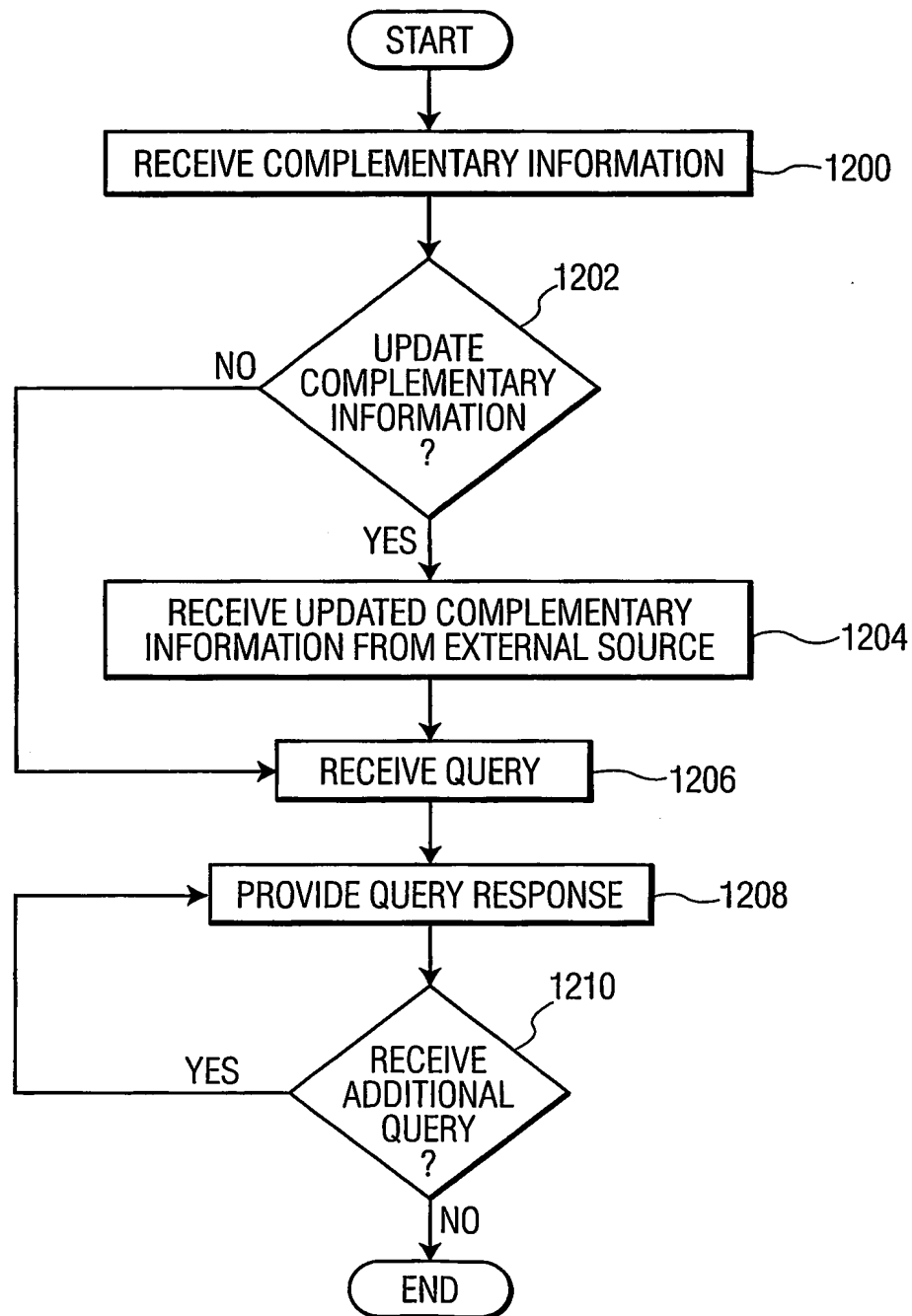


FIG. 12